

**WHAT IS CLAIMED IS:**

1. A process for the preparation of a pigment which is an organo-clay complex comprising introducing an aniline derivative acidified by hydrochloric acid and a secondary aromatic compound into a smectite mineral and treating the same with sodium nitrite solution whereby an azo-dye compound is obtained in the interlayer space of said clay to form pigmented particles.
2. A process according to claim 1 wherein said aniline derivative is selected from the group consisting of anilinium chloride, naphthyl -ammonium chloride and benzidinium chloride.
3. A process according to claim 1 wherein said secondary aromatic compound is selected from the group consisting of 2-hydroxy-naphthalene, 2,3-dihydroxy-naphthalene, 4-amino-2-chlorotoluene-5-sulfonic acid, 2-chloro-4-aminotoluene and 2-hydroxy-1-napthoic acid.